

Message Text

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PAGE 01 NEW DE 10407 021105Z

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ACTION NEA-10

INFO OCT-01 ISO-00 OES-05 EB-07 PA-02 PRS-01 CIAE-00

INR-07 NSAE-00 /033 W
----- 054129

R 020915Z AUG 75

FM AMEMBASSY NEW DELHI
TO SECSTATE WASHDC 352
NASA HQS WASHDC
INFO USIA WASHDC

UNCLAS NEW DELHI 10407

E.O. 11652: N/A

TAGS:

SUBJECT: SITE IS INAUGURATED

1 AT 6:20 P.M. FRIDAY, AUGUST 1ST, THE SATELLITE
INSTRUCTIONAL TELEVISION EXPERIMENT (SITE) BEGAN
OPERATION WITH AN ADDRESS BY THE PRIME MINISTER,
INDIRA GANDHI, TO ISOLATED CLUSTERS OF VILLAGES IN
SIX STATES IN INDIA.

2. THE SITE PROGRAM MADE POSSIBLE BY THE U.S.-NASA
APPLICATION TECHNOLOGY SATELLITE NO. 6, SITTING 36,000
KILOMETERS ABOVE EAST AFRICA, ALLOWS DIRECT PROGRAM BEAMING TO
THREE EARTH COMMUNICATIONS CENTERS IN INDIA AND
PROGRAMS ARE RECEIVED DIRECTLY BY 2,500 SOLID
STATE TELEVISION STATIONS LOCATED IN HE SIX VILLAGE CLUSTERS.

3. THE ATS 6 PROGRAMMING WILL CONTINUE FOR A YEAR FOR
FOUR HOURS A DAS IN FOUR DIFFERENT LANGUAGESJM THE
PROGRAMMING FOR THE 2 1/2 HOUR EVENING SESSIONS WILL
PRIMARIS COVER AGRICULTURE, EA AND HYGIENE,
NUTRIION, FAMILY PLANNING, FOLK MUSIC AND
DANCING, CULTURAL SHOWS AND NEWS. AN HOUR AND A HALF
IN THE MORNING WILL BE USED EXCUSIVELY FOR SCHOOL
TEACHING PROGRAMS.IN MOSTOF THE VILLAGERS, THIS INAUGURAL
PROGRAM WAS AN ENTIRELY NEW EXPERIENCE, SOME NEVER
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HAVING SEEN MOVING PICTURES BEFORE.

4. THE TECHNICAL QUALITY OF THE FIRST PROGRAM, AT LEAST IN DELHI, WAS EXCELLENT. THERE WERE SEVERAL FADE OUTS DURING MRS. GANDHI'S ADDRESS BUT THIS MAY HAVE BEEN DUE TO THE VIDEOTAPE. AFTER WE HAVE ASSESSED THE TECHNICAL PROGRAMMING IN THE SEVERAL VILLAGE CLUSTERS, WE WILL REPORT EARLY NEXT WEEK ON TECHNICAL RECEPTION AS WELL AS MEDIA COVERAGE AND COMMENTS.

SAXBE

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Message Attributes

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Margaret P. Grafeld
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Subject: SITE IS INAUGURATED 1 AT 6:20 P.M. FRIDAY, AUGUST 1ST, THE SATELLITE
TAGS: ETEL, TECH, SATELLITE INSTRUCTIONAL TELEVISION
To: STATE NASA
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